

**ASSESSMENT OF COMMUNICATION STRENGTHS OF INDIVIDUALS FROM
ELECTRONIC MESSAGES**

Abstract of the Disclosure

5 An apparatus, program product, and method analyze electronic messages directed
between individuals to quantitatively assess the relative communication capabilities of
such individuals. A quantitative value referred to as "communication strength" is
determined for one or more individuals from a plurality of individuals based upon
analysis of the electronic messaging activities of such individual(s), and is subsequently
10 used to select an individual from among the plurality of individuals, e.g., for the purpose
of selecting a target for a viral marketing encounter, a market research project, etc. The
communication strength of an individual is determined by modeling a plurality of
conversations identified through analysis of a plurality of electronic messages generated
by the plurality of individuals, where each conversation is associated with a talker and a
15 listener from the plurality of individuals, and is useful in determining a level of
messaging activity between the talker and listener associated with such conversation.